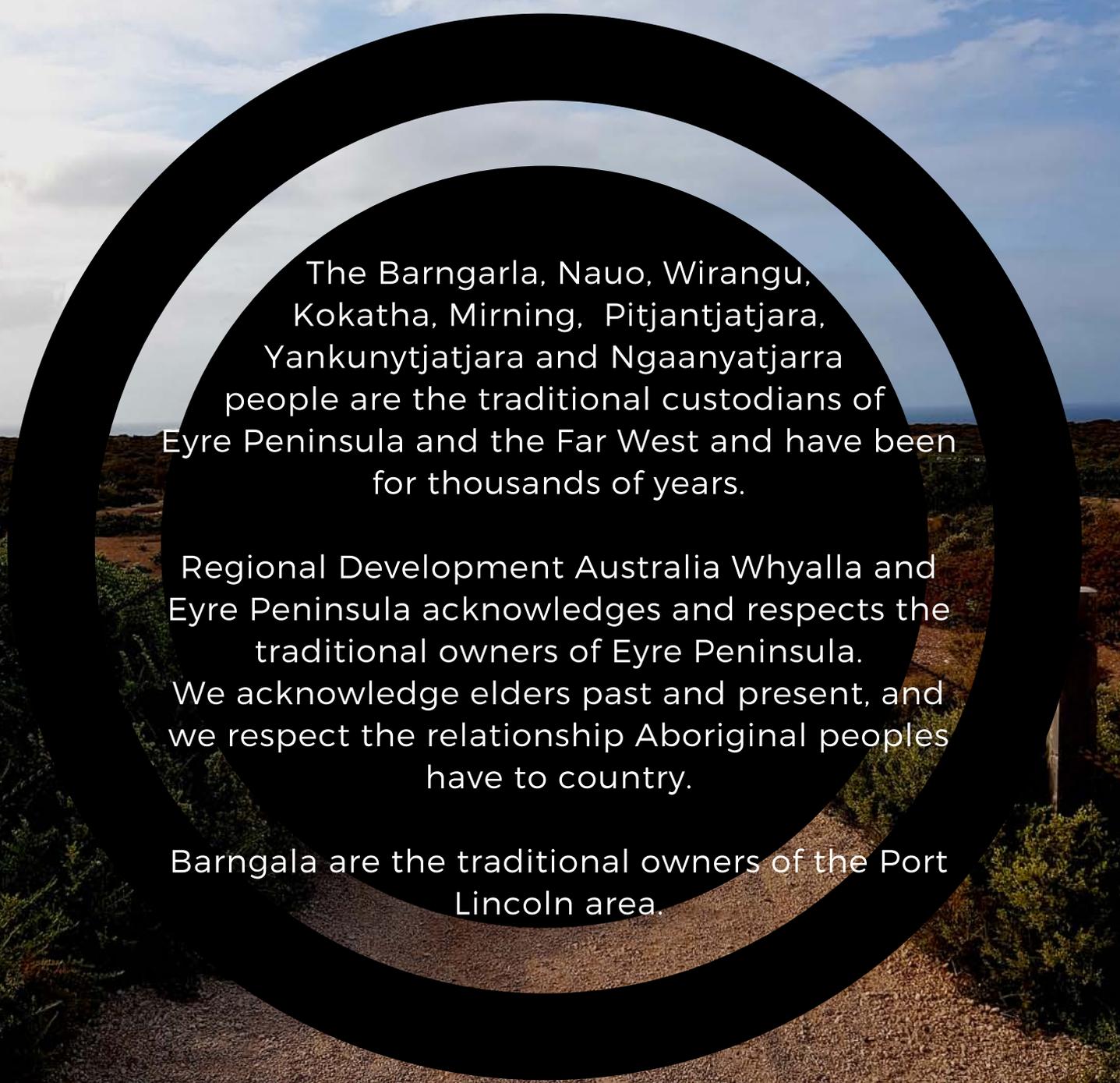


EYES ON EYRE PORT LINCOLN

A WAYFINDING,
COASTAL ACCESS AND
CAMPING OPTIONS
PROJECT
REPORT JUNE 2018

#EYREPENINSULA



The Barngarla, Nauo, Wirangu, Kokatha, Mirning, Pitjantjatjara, Yankunytjatjara and Ngaanyatjarra people are the traditional custodians of Eyre Peninsula and the Far West and have been for thousands of years.

Regional Development Australia Whyalla and Eyre Peninsula acknowledges and respects the traditional owners of Eyre Peninsula. We acknowledge elders past and present, and we respect the relationship Aboriginal peoples have to country.

Barngala are the traditional owners of the Port Lincoln area.

EYES ON EYRE

WAYFINDING > COASTAL ACCESS > CAMPING



FINDINGS OF EYES ON EYRE

BY REGIONAL DEVELOPMENT AUSTRALIA WHYALLA AND EYRE PENINSULA

PORT LINCOLN'S ROLE IN THE EYRE PENINSULA

Port Lincoln is the second largest regional centre of the Eyre Peninsula. It is a brand in itself. The Seafood Capital is its tagline. To thrive and not just survive, the city needs to master plan for livability and then in no particular order consider steadily ticking-off on building modern community infrastructure. Up for contemplation should be:

- A foreshore redevelopment (of the standards seen along the WA coastline and Coast Park in Adelaide e.g. Esperance, Henley Square, Kingston Park).
- Seafood loading and unloading facility at Marina should be formalised and structured to allow observation by interested spectators.
- Bargala Trail redevelopment to connect Axel Stenross precinct through to the Marina and potentially beyond to a major scale shared user hiking/biking trail from Port Lincoln to Coffin Bay.
- Public art continue to be a highly visible feature of the landscape, particularly to share more of the Bargala culture.
- A redevelopment of the Axel Stenross precinct.

- Streetscaping avenues to connect major thoroughfares into the city and the city centre with the marina.
- Open space overhaul to develop nature playspaces, learn-to-ride bike track(s), pocket parks and water sensitive urban design landscapes.
- A visitor experience centre potentially centred on the Maritime Culture and Marine Biodiversity of the Eyre Peninsula (of the standards seen at Ningaloo, Winton and the Grampians).

Port Lincoln will not remain competitive as a place to live or a destination to visit if its basic foundation infrastructure and authentic product is not harnessed in a modern and vibrant manner.

Port Lincoln is pivotal to the entire Eyre Peninsula region. Enhanced livability in Port Lincoln will see young professionals return to their hometown, it will see workforces consider Port Lincoln as a home. If the Eyre Peninsula region needs more Doctors, Psychologists, Ecologists, Therapists, Technology Specialists and Engineers then Port Lincoln and Whyalla have to hit livability out of the park. This starts with basic infrastructure and a world-class vision that we can be and deserve to be much more than we are.

WAYFINDING

SIGNAGE IS OUR SILENT BRAND

Port Lincoln's wayfinding signage is well below par and in need of an overhaul.

The visitor information bay is likely missed by most visitors and before action is taken to replace it, it would be a useful exercise to consider if it is in the right position in the first instance and not better placed in a natural energy centre where visitors are more inclined to pull over and possibly interact with another product. This locality and that of Winter's Hill are very poorly produced and the City Council should work with DCLEP to develop Winter's Hill into a destination.

Visitors are not guided to Port Lincoln National Park and Coffin Bay National Park at the earliest opportunity. Finding the Marina and travelling to it is a poor experience for the visitor on many levels (signage and streetscaping).

The RV market could be better catered for, the Motorhome Parks are not well directionally signed, the Axel Stenross site is sloping and there is a need for more parking in the closest proximity to food shopping centres as is reasonably practical.

Refer to Wayfound Consultants Audit Report.

PORT LINCOLN PRIORITIES

- Implement all green, blue and brown signage recommendations from Wayfound audit.
- Remove or repair dilapidated signage.
- Consider a regional QR Code node approach to reduce amount of signage, limit vandalism.



- 400m advanced warning notifications prior to attraction turnoffs require installation.
- Re-skinning of A Breath of Fresh Eyre signs (or replacement where condition warrants). Better yet, let's innovate with QR codes.
- Contribute to a regional gateway visitor information bays at the 'Tanks' and Border Village.
- Visitor pods rest stop information bays need to be reconsidered for their best localities.
- Install standard coastal access signage to be developed region wide with advisory notifications and expected user behaviour.



COASTAL ACCESS

STATE OF PLAY

The Eyre Peninsula is home to a precious way of life with a natural playground that locals rightly treasure and protect and will guard fiercely against change and intrusion. However, the scenic and recreational wonders of the Eyre Peninsula are now more accessible (more boats, more four-wheeled drives, more tour operators) and promoted more heavily than ever before (social media).

Patterns of internal visitation and demographic changes on the Eyre Peninsula have influenced coastal access as much as out of region visitation and tourism.

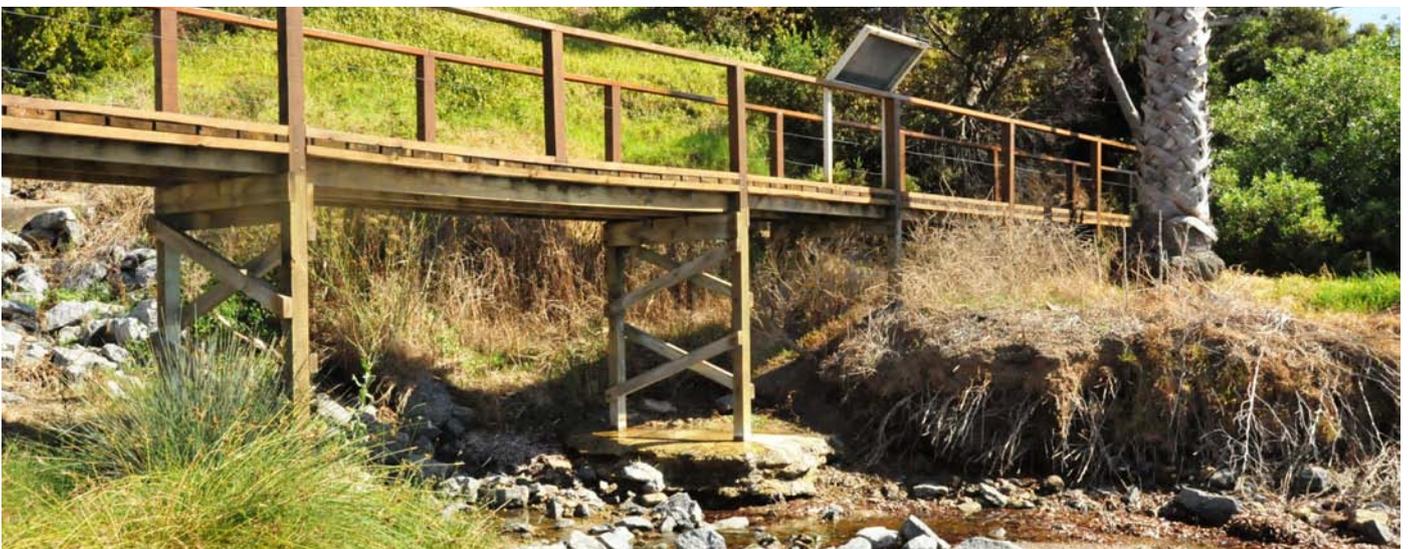
The Eyes on Eyre stocktake revealed a largely static investment into coastal access infrastructure with the last injection of catalyst investment in the late eighties and early nineties. As a consequence, the region has a majority of ageing infrastructure that is struggling to support the pressures applied by the local population let alone visitors from outside the region.

There are numerous examples of poorly signed, unconsolidated road and pedestrian tracks and mostly uncontrolled access from vehicles and off-road vehicles to most all beaches and sand-dunes.

It is widely understood that most of those wanting to interact with our coastal landscapes want to do so sustainably and will respond to engineered design infrastructure, advisory and even enforced regulations that set out behaviour expectations. Eyes on Eyre recommends that we prioritise those management actions over the coming five years across Eyre Peninsula, with regulation the third and least desired tier of action.



The current status of coastal access infrastructure is leaving the Eyre Peninsula environment and community vulnerable, particularly economically. Outdated and dilapidated infrastructure places coastal communities, in particular, at risk from the increasingly frequent and intense coastal storm events and rising sea levels. Therefore, investments in coastal infrastructure are urgently needed to ensure community safety and prosperity; however, these investments should not jeopardise the ecosystems and natural resources that underlie economic wealth and human well-being.



COASTAL ACCESS

WHAT DO WE KNOW?

The Eyre Peninsula Coastal Action Plan is a detailed conservation study and action plan from Two Hummocks Point north of Whyalla to the eastern boundary of the Wahgunyah Conservation Park in the Far West. It provides baseline information for the protection and management of the coast and outlines the actions required.

The plan divides the coast into 85 coastal cells, each around 25 km in length. It provides detailed information on 56 of the cells, including a description of the geology, type of coastline, land uses, flora and fauna lists. Threats are identified for each of these 56 cells, such as potential climate change impacts, pest plants and animals, marine debris and the impact of off-road vehicles on beaches, samphire areas and beach nesting birds.

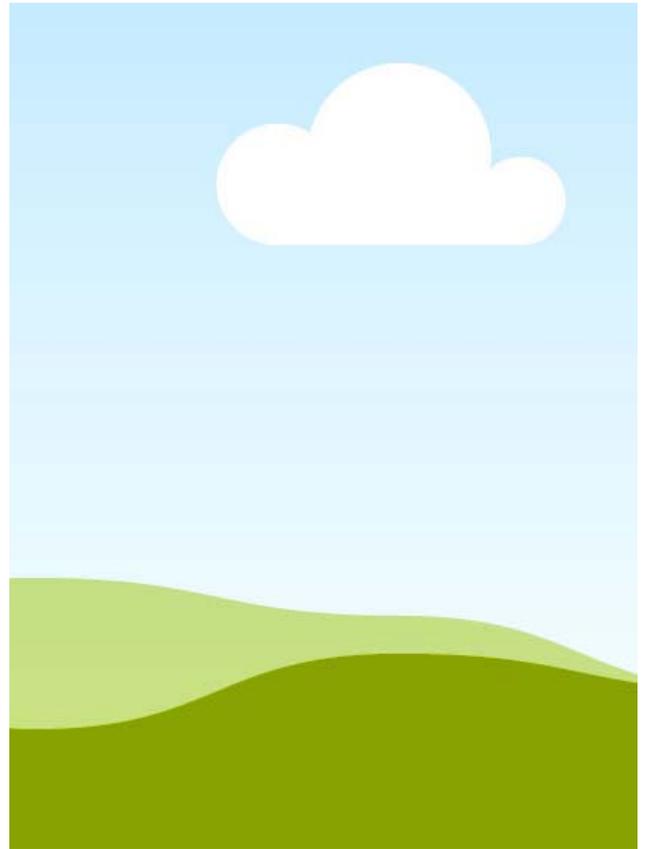
A Coastal Vehicle Access Decision Making Framework was also developed for local councils with clear recommendations, a suite of management options and consistent guidelines for the protection and use of coastal natural resource assets.

The current LiDAR Climate Change Modelling project will also be critical for future Eyre Peninsula coastal zone management and its subsequent integration into articulating a regional vision for coastal access, supporting the assessment of development and other proposals, including camping nodes will be crucial.

These scientific assessments and technical processes are of the highest standards but further work on the social and economic parameters influencing stakeholder engagement and decision making was required. The reports and framework delivered to date also depend on local government having the resources and capacity to interpret and embed into their governance systems and planning frameworks - resources which for many councils are simply not available.

LOCAL GOVERNMENT ENGAGEMENT

Eyes on Eyre set about engaging local government in coastal access management through social and economic lenses (to sit alongside and balance the scientific assessments) with a view to enhancing the visitor economy whilst simultaneously layering environment protection through master planning and



landscape architecture of camping nodes and high priority day-use locations. This approach has resulted in a list of coastal sites that stand-out for environmental, economic and social reasons as being of priority for action.

Eyre Peninsula local governments have thrown their support behind Eyes on Eyre and have worked cooperatively to understand the project's intent to advocate for external resources to boost visitor infrastructure which will sustain coastal access rather than prohibit.

NEXT STEPS FOR COASTAL ACCESS

As a result of Eyes on Eyre, a number of local governments have allocated resources to master planning for coastal camping nodes, township foreshore zones and day-use coastal visitation sites in 18/19 with most others looking to do the same in 19/20 and beyond. Eyre Peninsula Natural Resources Management are also seeking to match local government allocations and Regional Development Australia Whyalla and Eyre Peninsula will work to leverage these commitments for contributions from State, Federal and Private partnerships.

Three coastal access centered master planned sites are anticipated for 18/19 with learnings to be shared throughout the region over the coming years.

COASTAL ACCESS

VALUES

The southern Eyre Peninsula community is intrinsically linked to the natural environment with its identity ingrained in the 'great outdoors'. Many people have their own favourite spot where they go to unwind and feel a sense of place. The coast in the southern Eyre region is incredibly important to the community. Many people remember playing and exploring around the scenic shores and bays during their childhood. There is also much valued Aboriginal cultural heritage, including fish traps and middens. Recreational fishing is a way of life for many locals, with boating, snorkelling, kayaking, paddle boarding other popular activities.

Agriculture is the main livelihood with many farmers and inland communities cherishing the coastline as the place for their downtime and relaxation. The six priority localities are the embodiment of this sentiment. However, with agriculture seeing a 23% reduction in employment over the last decade, tourism is becoming an important lifeline for many Eyre Peninsula communities.

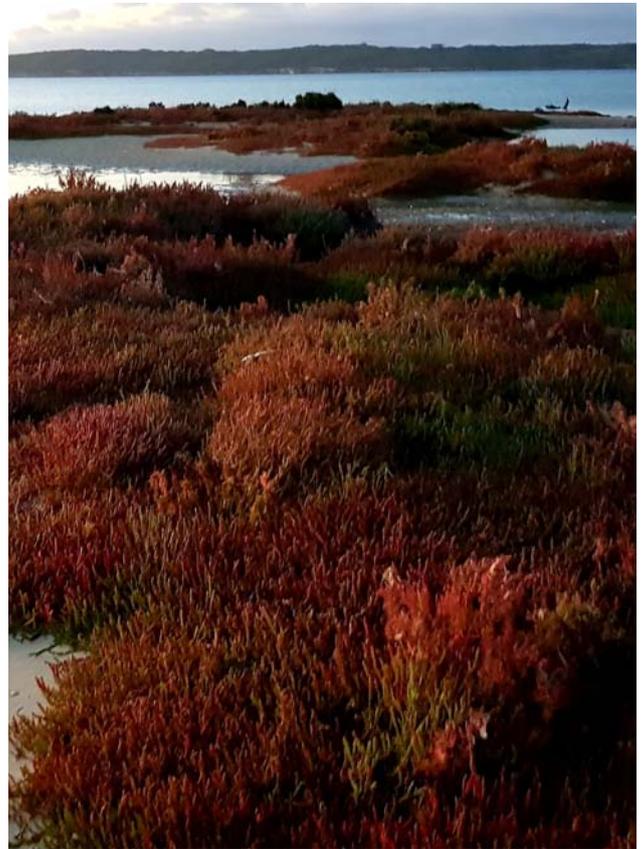
Southern Eyre's seafood industries are major employers, and their produce is recognised internationally for its quality. Wild catches from the Spencer Gulf and the Southern Ocean include prawns, abalone, giant crab, rock lobster, sardines, and marine scale fish. Spencer Gulf also supports a range of aquaculture productions including southern bluefin tuna, kingfish, abalone and sub-tidal mussels.

Southern Eyre's tourism industry centres on the subregion's natural resources. Tourists from across Australia and the world are attracted to activities including diving with sharks, sea lions and tuna, fishing boat charters, national park adventures, beach visits and enjoying the fresh seafood.

EYES ON EYRE ASSESSMENT

Port Lincoln has a relatively small section of coastline to oversee and manage coastal access for. The most strategic step is to master plan the Parnkalla or Barngala Trail.

The section of trail earmarked for major infrastructure investment from Axel Stenross Museum through to and including the wharf precinct is a critical project for the local and visitor economy.



It could provide further protection and awareness of the Kallinyalla Springs site and drive major weed control and re-vegetation of cliff face from the fig trees north. It would also not be without environmental impacts to obtain the width required for shared user compliance and sea level rise protection. It is a project worthy of community consideration and engagement as a major catalyst community infrastructure project.

The Parnkalla or Barngala Trail is a critical coastal access driver and will facilitate how most people interact with the foreshore. It is in need of review and upgrading and where possible, shared user compliance is encouraged, even if this means the trail diverges onto streets and roads for cyclists before reconnecting again.

There is also scope to develop the trail to the north of Axel Stenross Museum as it is a highly utilised recreational asset (even in its poor condition in some parts).

Murrays Point and Greyhound Road are mostly accessed and known only to locals. Unfortunately, the locality is often the chosen location for illegal dumping. There is little infrastructure and visitors are unlikely to visit or spend a great deal of time using the area for coastal access.

COASTAL ACCESS

MASTERPLAN PROGRESS AND CONSIDERATIONS

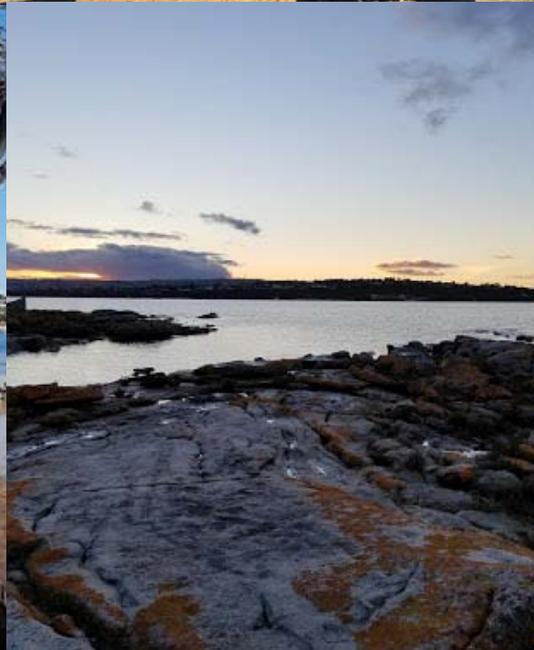
- Initiate engagement with Barngala Native Title Group.
- Controlled, defined and limited vehicular access (supported by designated parking, fencing, provision for 2WD drives and 4WD tracks,
- Develop access/traffic management plan – including review of existing access with a view to rationalise unnecessary tracks and car parks..
- Block access (eg. fencing/rocks) to tracks and car parks to be closed, rehabilitate (where appropriate) and maintain.
- Upgrade any tracks or car parks that are not well defined, or are causing water run-off erosion.
- Install directional /educational signage. Regional coastal access signage installation with standard environment, safety and behaviour expectations.



CONSEQUENCES OF INACTION

- Unconsolidated vehicle access is contributing to: soil compaction, vegetation damage – trampling and removal, fauna disturbance, soil erosion, dune instability,
- Illegal dumping
- Potential impacts on Aboriginal Heritage Sites
- Uncontrolled ORV potential impact on geologic formations, meiofauna, shorebirds and intertidal species and/or habitat.





CAMPING OPTIONS

CARAVAN, MOTORHOMES AND RV MARKET

Western Australia has proven that providing affordable and diverse caravan and camping experiences is one of the singular most powerful injections to boost visitor economy expenditure and control visitor impacts on natural resources. Their goal to make themselves the nation's most attractive caravan and camping holiday destination by improving the supply, delivery and promotion of the sector has worked (perhaps too well).

As Eyre Peninsula is WA's immediate southern neighbour we run the risk of eastern travellers bypassing us to get to them and our western travellers being so use to higher standards of product that disappointment soon overwhelms them.

Port Lincoln is home to one of the few esplanade caravan parks on the Eyre Peninsula. However, it is not of the standard that many families are now seeking out with in-house attractions like lagoon swimming pools/spa, water parks, modern nature-based playspaces, bouncy pillows etc.

Whilst there is little competition on the Eyre Peninsula from accredited caravan parks with the full gamut of resort style amenities, caravan parks will continue to survive (but not thrive). However, as we have seen in Whyalla and on the west coast of Eyre Peninsula when a four to five star park establishes, the market is irrevocably altered and the visitors vote with their feet (or wheels).

The installation of a water park open to the public as well as caravan park users in Moonta Bay is



believed to be behind the areas significant leap in visitor number and nights. The Renmark Big 4 Caravan Park story is similar. The Port Germain community are also progressing towards such an installation to boost their attractiveness and local economy.

There are also numerous examples of caravan parks investing in large adventure indoor play cafe's that again cater for the general public whilst serving their park residents. Bendigo's Parky's Fun Park is an excellent example. Public attendees pay their entry fee, receive a colour wrist tag whilst park guests are presented with tags upon arrival at registration.



CAMPING OPTIONS

CARAVAN, MOTORHOMES AND RV MARKET

These endeavours feed not only the park's business but that of the town, especially where open space developments are limited or need a collaborative efficiency to get off the ground. Caravan Parks are great ways to install facilities missing in small regional towns and centres with shared benefits.

A quick scan of Port Lincoln CBD post the end of school holidays will show just how critical the three RV parks allocated for use on Tasman Terrace are and how there is a need for more (a simple and cost effective move would be through the use of signage permit RV's to use the parking adjacent the esplanade towards the yacht club).

Port Lincoln is a major centre for re-stocking self-contained visitors and for the local economy's sake, this should be facilitated and exploited as much as is reasonably practical.

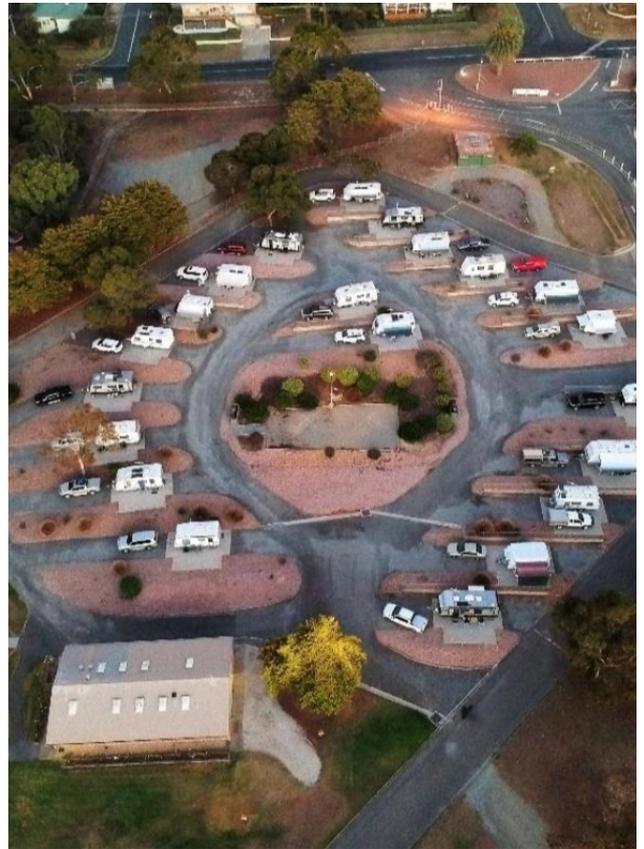
A scan of wikicamps one of the leading apps used on smart devices by travellers will provide decision makers with insights on how to improve offerings for campers. A selection is provided below that relate to Port Lincoln.

Kirton Point

Great spot, older amenities but clean.

Great park with nice views but definitely in need of an upgrade.

The location is spectacular but amenities are tired.



Motorhome Parks

Such a shame sites aren't level like carpark.

A bit slopey.

The Museum is fantastic. Million dollar views but on a hill.

Sewage works odour was a problem for us.

No problem with sewage works but would have liked to be able to contain greywater.

What a wonderful spot, thank you for the facility.

Wish we could pay online for permit.



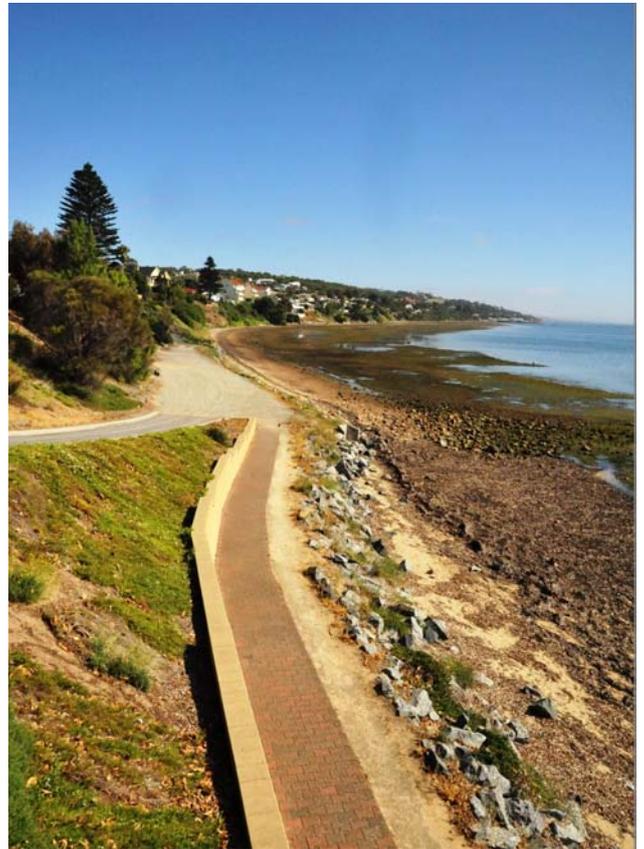


WHERE SHOULD WE START?

REGIONAL WISH LIST

Refer to Regional Interim Findings Report for further reasoning of actions below.

- Define and label sub-regional precincts, identify trails (driving/hiking/walking/biking)
- Two new regional gateway visitor information bays at the 'Tanks' and Border Village.
- Twenty two possible visitor information pods spread throughout Eyre Peninsula.
- Removal of dilapidated signage.
- Reskinning of regional priority signs
- A digital project to work with or in place of existing interpretative signage in region.
- Design Coastal Access sign templates for relevant coastal geforms (e.g cliff, estuary, shingles, rocks, beach).
- Install new coastal access infrastructure via a competitive application process to source Natural Resource Management funds allocated for 18/19 coastal access improvements.



Eyes on Eyre drew us to the importance of the three districts that make up Lower Eyre Peninsula's pivotal role in the overall economy of the region. The combined permanent population of Lower Eyre and hub of tourism potential means that our coastal access and camping options within that 100 km radius of the town centres become crucial for directing investment and management attention.

We look forward to presenting and talking the Eyes on Eyre findings with Port Lincoln stakeholders.

